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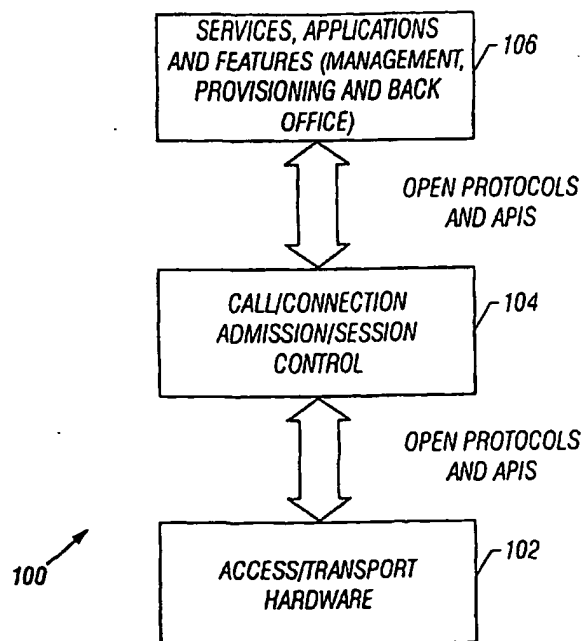
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(54) **Call party profile presentation service in a multimedia network**

(57) A call party profile presentation system and method for use in a multimedia-capable network for delivering a party's presentation profile to a subscriber at call setup or during the call in order to uniquely identify the party. A multimedia session engine is operable to launch a call treatment application for the subscriber with respect to a call between a call party and the sub-

scriber. Logic associated with the call treatment application determines an appropriate portion of the call party's presentation profile to be provided to the subscriber based on subscriber selection, call party presentation restrictions, or both. A multimedia interface operable with the subscriber's terminal is actuated for delivering an indicium associated with the selected portion of the call party's presentation profile to the subscriber.



**FIG. 1**